The ATARI GUIDEPOST

Published By: B and G Electronics Inc.

The Owners Manual

With the fall season fast approaching and colder weather on the way, you will probably be using your computer more frequently. With that in mind we realized it was time to crank out another newsletter.

We hope that you find this issue informative and helpful. We have some special pricing as well as a list of a few new products on the market.

Remember, we can order any available software and hardware for the 8-Bit and ST computers. We now also handle game cartridges for the Atari 2600 and 7800 game machines.

If you have any questions on products that you wish to have for your Atari, don't hesitate to call and ask. We will either give an immediate answer or find an answer usually within 24 hours.

Thank you for your patronage.

Gary Schmitz & Rick Snevel

Have a great fall and:

GO BROWNS!

ATARI BUYS FEDERATED

The following information was obtained from the Tuesday, August 25, 1987 issue of the Cleveland Plain Dealer

Atari Corp. has agreed to buy Federated Group Inc., a retail electronics chain, for $67.3 million in cash. Federated has 65 retail electronics stores in California, Texas, Arizona and Kansas. Federated's board unanimously approved the $6.25/share offer Sunday (August 23). The tender offer is scheduled to have begun by Friday, August 28.

Federated lost $895,000 in the first quarter ended May 31, compared with a profit of $662,000 last year. Sales rose 2% to $91.1 million. In the 2nd quarter ended July 4, Atari's profits were up 39.3% to 13.54 million. Revenue rose 16.4% to $70.69 million.

ATARI MAGIC SHOW

The "Atari Magic Show" was held at the Southfield, Michigan Hilton (near Detroit.) It was a very interesting show which you will now hear (read) the highlights of.

I will start off with a description of the 8-bit material. One of the most notable companies for the 8-bit was ICD. They were showing the P:R: Connection, Printer connection, MIO, US Doubler, Sparta DOS, and the Rambo XL.

WHO IS WALT WILSON???

Unknown to most of you, Atari has once again divided their company into two separate divisions. The new Vice President and General Manager of the Computer division is an extremely energetic individual named Walt Wilson.

Due to an unusual chain of events we at B & G were personally invited by Mr. Wilson to attend a special luncheon at the Michigan Inn. We were the only Cleveland Dealer that attended.

After eating lunch Mr. Wilson gave a short, but informative speech about what Atari was planning for the future. After his speech he answered questions from floor.

The reason we describe Mr. Wilson as energetic is because of the aggressive plans he has come up with in the scant four weeks of his employment with Atari. To start things off, he talked about Atari having been a company without definition. A Game Company? Not at all, "A Graphic Imaging Company".

What is Graphic Imaging? Well, think about business graphics, CAD systems, even the displays in the cockpit of a 747 to name only a few areas of use. Atari's experience with game graphics puts them right in position to enter all areas of Graphic Imaging.

After giving Atari a definition Mr. Wilson described Atari's multi product line and their product positioning. He said, "No-one is building products for small businesses". He considers "Small Businesses" as those with 100 or less employees. These small companies are often referred to as the backbone of our country. Those are the types of businesses Atari wants to market

8-Bit Products

For you 8-bit owners, we actually have some interesting new products.

Keypunch sofware has released 15 disks of 8-bit software. Each disk contains at least 3 titles, and all disks sell for under $10.00.

Firebird has two new titles, Jewels of Darkness, and Silicon Dream.

Alternate Reality (The Dungeon) has been released, but with bugs. We understand that you can't bring a character from the "City" into the "Dungeon". The manufacturer of the product is replacing the defective product. Please call us for information on how to get your replacement.

600XL 64K Upgrade
Kit $24.95

Larger Upgrades Available   CALL!!

130XE - 65XE
Keyboard Repair Kit
$23.95

Includes new improved keyboard inlay
Installation Available

ATARI MAGIC

One of the most interesting new products was a barcode reader for the 8-bit. It reads barcodes with any 8-bit (130XE Suggested.) The actual reader plugs into joystick port 1 and uses the "K:" handler. Its suggested to use this program for Stock control, P.O.S. and contest software to name a few. Its made so programmers can easily incorporate barcode into their business software. For more information, contact: Xenia Research, P.O. Box 4675 Federal Way, WA 98003. The cost is $179.

Another fine product that was shown was the Chipmunk-Atari Backup Utility. It supposedly: unprotects hundreds of copy-protected software programs, requires no hardware modifications, works with any disk drive, unprotected software will run on disk drives that originals won't. It comes from Microdaft (19 Harbor dr., Lake Hopatcong, NJ 07849) and is made for archival copies of software, not to pirate software.

The rest of this column will discuss the ST items shown.

Abacus was there showing their entire collection of books and software available for the ST. They were also having a drawing for people to try to win their entire set of books.

Timeworks was there displaying Wordwriter, Datamanager and Swiftcalc. Two new products should be available in the next few months. They are a desk top publishing program and a program called Partner ST.

ICD was showing a few products for the ST. One is BBS Express! ST ($79.95) and is already available. Another is ST Host Adapter which allows you to build your own hard drive system using standard components. They also had a prototype of a ready to plug in ST hard drive that had a footprint the same size as the monitor.

There were MANY MIDI demos playing every possible keyboard and drum synth available. There was so much that it could take a whole article by itself (and I don't know a thing about MIDI.) One point of interest was the Midi-Maze program from Hybrid Arts. It hooked 16 Mega 4 ST's through the MIDI ports.

One very interesting hardware accessory was the DeskCart! It's a cartridge with battery-operated clock that contains 16 desk accessory's that only take up one slot in the desk accessory slot. You click on the one accessory and it shows you the 16 options. Some of the options include: Clock / Calendar, Appointments, Notebook, Calculator, Ramdisk, Print Spooler, and many more. It retails for $99.95 but they had a show price of $79.95. Some other programs available from QMI Microsystems include: ST-Talk, BB/ST, Do-It, and Pro Tablet ST (this is a professional graphics tablet - it looked real nice, and costs $395.)

If you'd like a digitizer, take a look at the IMG Scan by Seymor- Radix. It takes a fiber optic cord and its taped to the print head of your printer and hooks into the cartridge port of the ST. It will digitize any picture, but the bigger difference in contrast, the better the picture will look. Once on screen, the image can be saved in Degas of NEO format. It cost $99.95.

ATARI MAGIC
CONTINUED FROM PAGE 3

MichTron was also there showing all their software (50+ titles.) Their most interesting was The Dragons Lair. To play it, you need a laser disk player and an ST with color monitor. It looked REAL nice, you'd have to see it to believe it.

Looking Glass Software was displaying their Alice-The Personal Pascal. It looked nice and the people at the booth were very happy to answer any questions and demo the software.

And finally, Atari was there. Neil Harris and Sandi Austin represented the company. They had their usual tent booth set up with 8-bits, ST (520's, 1040's and Mega's), and the Atari PC. They had a prototype Laser printer giving away copies for personal looking over. The reason that the printer has not made it to market yet is because of problems with GDOS. The copy I received from the Laser Printer looked real nice and was quick (as it should be.)

Antic was displaying CAD-3D 2.0 with stereo tek 3D glasses. Some of the images available with this set up were amazing. Also shown were some of the companion disks for CAD 3D 2.0. Which includes an Architectural design disk and human form disk. Both were of excellent quality (even on the color monitor.)

Some of the other companies attending the show were: Atari Explorer, PCA, Best Electronics, David Small with the Magic Sac, Supra, and various users groups and Atari dealers from the Detroit area.

It seemed that the show was a big success and I hope to attend another one soon.

... END ...

WALT WILSON
CONTINUED FROM PAGE 2

the Mega ST's to. The Mega's are in production in Europe and Canada. They will (should) be out in the U.S. by the 1st week of October.

Atari is also going to begin a much improved dealer support program, which will hopefully make the line more profitable for dealers. More profit should mean more dealers. One of the first things that will be done is to pull the 1040ST out of open distribution, which means that it will no longer be sold by mail order outfits. The Megas will not be sold by the Federated stores Atari just purchased. Also they have already begun hiring regional managers in order to stay in closer touch with dealers.

For the customer, there will be a new service and support program. Atari will have: Extended Warranties, Exchange Modules, and a real warranty repair program. In addition to the service support, Atari will hopefully be making it easier for you to buy your new computer with $2500.00 instant credit to anyone that has a major credit card.

Another area needing much improvement is advertising. Ad's will appear in The Wall Street Journal, Newsweek and some airline magazines (especially the ones around CES and Comdex time.) These should be seen around the 4th quarter and will be basically going head-to-head with the Mac. For one idea, they have a 2 page spread showing the ST on one page and on the other a Mac with a guy holding open his wallet and pulling out money saying, "This is the only thing the Mac does faster than the ST." I don't know about you, but I like it. The ads will compare the 1040ST to the Mac Plus, the Mega 2 ST to the Mac SE and the Mega 4 ST to the Mac II. All will have a similiar ad saying twice the value for half the price. The only thing holding up these ads is Atari's legal department, they are apparently a little nervous.

New ST Products

1Meg Upgrade Expandable to 4Meg
$169.00

6' Drive Cables
$18.00

Monitor Plug
$4.00

Drive Plug
$6.00

Monitor Master
$49.95

Specials

Communications Package
Avatex 1200HC, Flash & Cable
$170.00

All Game Software 10% Off Marked Price

• • •

Store Hours
Mon - Sat   10-7

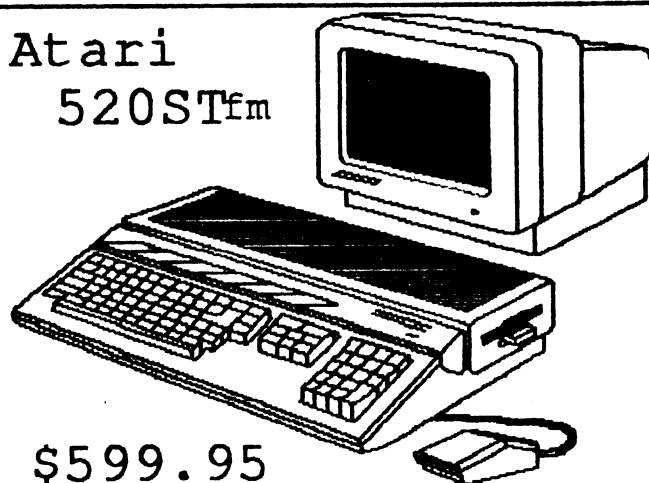All Prices Subject to change and availability.   And expire November 1, 1987

Mr. Wilson is also looking to the vertical market. One area that he hopes to improve in is that of specialized software (ex. Real estate, etc.) He doesn't think that the ST will be a major CAD system. The Atari PC will be available, but only after the Mega's are available. Mega's will be sold by dealers only. To be a Mega dealer, the store needs: 1) store front, 2)training for employees, 3) business plan and 4) outside sales force. Mr. Wilson also stated that Atari is selling more 1040ST's than expected and is running behind on production.

As a dealer we applaud Mr. Wilsons ideas, and hope that Jack Tramiel and Co. will allow him to follow through with them. Many of the concepts are certainly not new to Atari, but most have not been followed.
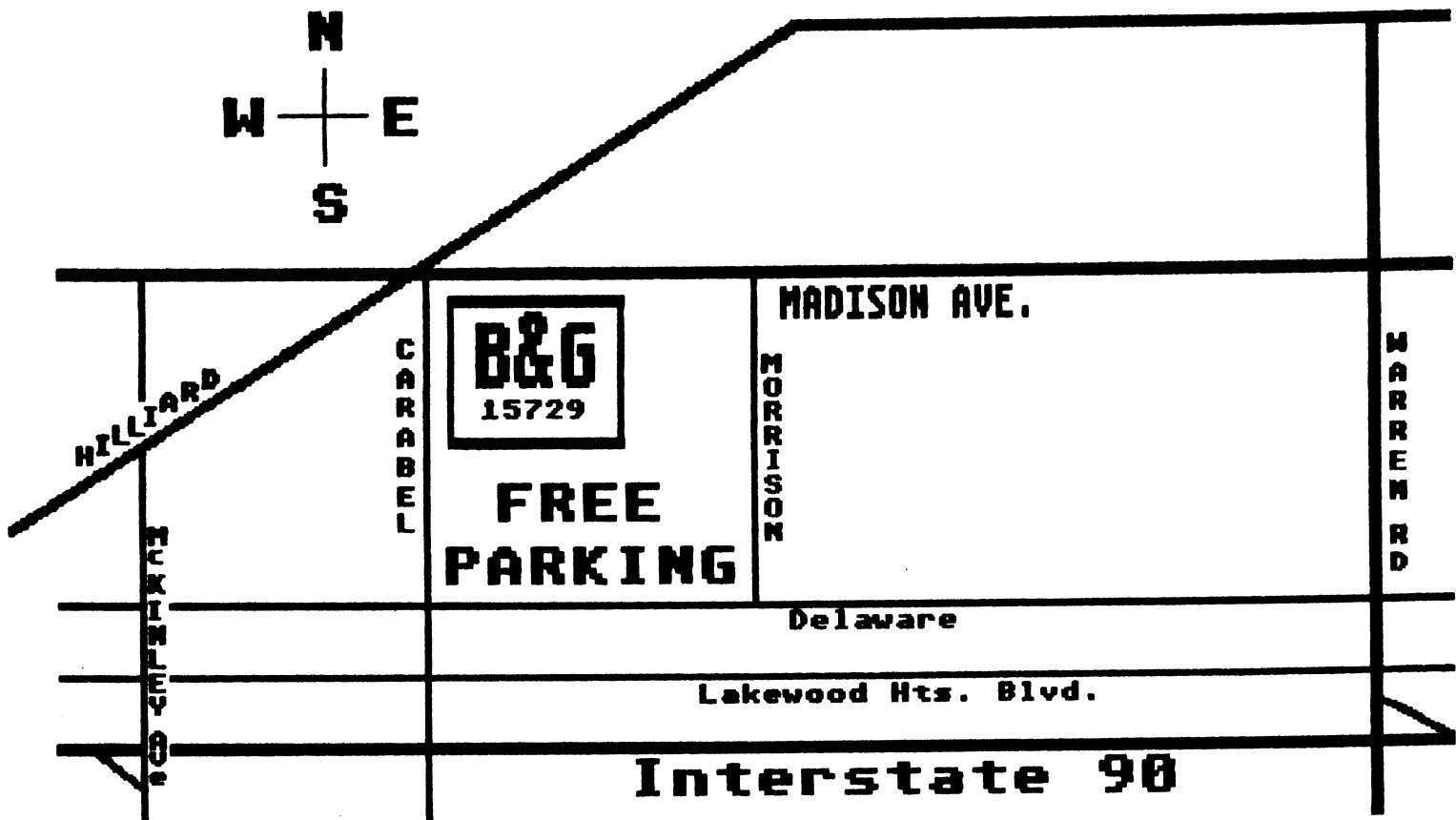
... END ...

Atari 520STfm

$599.95

Star NX-10 Printer
$209.00

Avatex 1200hc 129.95
       2400   249.95

Panasonic 1092I
$399.00

B & G IS VERY EASY TO FIND

B&G ELECTRONICS

15729 MADISON AVE. • LAKEWOOD, OHIO 44107

TO: